

**BOARD OF COUNTY COMMISSIONERS
AGENDA ITEM SUMMARY**

Meeting Date: July 20, 2005

Division: County Administrator

Bulk Item: Yes ☐ No ☒

Department: County Administrator

Staff Contact Person: Connie Cyr

AGENDA ITEM WORDING: Discussion of sponsorship message boards at the Higgs Beach Dog Park, Key West.

ITEM BACKGROUND:

(See Attached.)

PREVIOUS RELEVANT BOCC ACTION:

N/A

CONTRACT/AGREEMENT CHANGES:

N/A

STAFF RECOMMENDATIONS: Discussion and direction to staff.

TOTAL COST: -0-

BUDGETED: Yes ☐ No ☐

COST TO COUNTY: -0-

SOURCE OF FUNDS: _____

REVENUE PRODUCING: Yes ☐ No ☐ **AMOUNT PER MONTH** ☐ **Year** ☐

APPROVED BY: County Atty ☐ OMB/Purchasing ☐ Risk Management ☐

DIVISION DIRECTOR APPROVAL: Thomas J. Willi
(TYPE NAME HERE)

DOCUMENTATION: Included ☒ Not Required ☐

DISPOSITION: _____

AGENDA ITEM # _____

Proposed Signage for Higgs Beach Dog Park

The Key West Dog Park Committee is exploring new ways to raise money for additional improvements to the Higgs Beach Dog Park. One of the improvements we would like to add is brick pavers at the entrance, around the water fountains, and under the pavilions. We would also like to add some agility equipment. John King of Monroe County Facilities Management is aware of the improvements we are seeking and has graciously agreed to assist us with implementation.

The Committee would like to utilize a modified version of sponsorship that is currently used at ball fields and the skate park in Key West. Currently at those locations, banners denote businesses that sponsor those areas.

The Committee feels that such banners would be inappropriate for the Higgs Beach Dog Park and its surrounding neighbors. However, we do feel that a sign of similar design and material that is currently at the dog park would be well suited for the area. The signs that are currently at the Dog Park are constructed of white PVC board with green lettering and mounted on 6 x 6 capped posts.

The Committee is proposing two Dog Park Sponsor Boards. The proposed Sponsor Boards would be four feet wide by two feet tall. Mounted to each Sponsor Board would be nine message boards. Each message board would be five inches tall by fifteen inches wide. (See illustration attached.) Sponsorship would be available for \$500 for a one-year period. All sponsorship funds will be paid to the Florida Keys SPCA Dog Park Fund specifically for future improvements to the Higgs Beach Dog Park.

The signs would be installed opposite the existing signage but at a lower level so as to not obstruct the view of the Dog Park entrance from Atlantic Boulevard.

Sponsors would pay for the cost of their own message board and would use the sign company that manufactured the existing Dog Park signage and which will have sign specifications. Sponsors are responsible for their own design to be approved by the Dog Park Committee before manufacture. Each message board will be individually screwed to the Sponsor Board with stainless steel finishing screws.

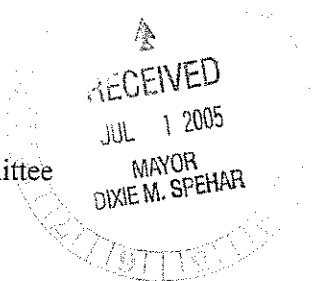
At the end of the sponsor's one year period, each sponsor will be offered the opportunity to renew their sponsorship for another year. Initial conversations to determine interest have been promising with interest from local veterinarians as well as banks.

We ask that the Monroe County Board of County Commissioners consider this fund raising effort for the Higgs Beach Dog Park. The Dog Park is being enjoyed daily by numerous Key West and Monroe County residents and their canine family members. Please keep in mind that this park was made possible through private fund raising. We would like to continue to improve upon the park but feel that we need to be creative and provide additional vehicles for fund raising.

Should you have any questions, please do not hesitate to contact either one of us. Following is the proposed design for the Sponsor Boards.

Connie Christian
Co-Chair
Key West Dog Park Committee
305/923-7562

Jane Dawkins
Co-Chair
Key West Dog Park Committee
305/295-0605



Please support the following sponsors of your Dog Park

Your Message Here

Your Message Here

Your Message Here

Your Message Here

Your Message Here

Your Message Here

Your Message Here

Your Message Here

Your Message Here